

Section 8

Public Information and Participation

8.1 Purpose

The Public Information and Participation (PIP) program is targeted at educating the general population about potential sources of stormwater pollution, resulting impacts, and practical methods of reducing or eliminating pollutant discharges from public activities. This education is particularly important for pollutants for which a TMDL has been established. Elements from the PIP program are directly incorporated into other program areas such as the Illegal Discharges and Residential programs. Activities conducted under this program may also benefit the Industrial/Commercial program as informed citizens practice pollution prevention measures in the workplace.

8.2 Public Information and Participation Program

For the next permit term, the PIP program will focus on the key water quality concerns in the area, especially bacteria and nutrients as directed by the MSAR Bacterial Indicator TMDL and Big Bear Lake Nutrient TMDL, respectively. In addition, the permittees will investigate the potential to expand area-wide outreach activities to include cooperative efforts with neighboring Riverside and Orange Counties. Cooperation may be particularly beneficial with Riverside County since that county is also subject to the MSAR Bacterial Indicator TMDL requirements.

The area-wide public information and participation program is directed by the Management Committee with input from a Public Education Subcommittee. The subcommittee typically meets monthly to develop and review education materials, coordinate with public education consultants, and recommend program activities to the Management Committee. For the next term, as information is developed on pollutant sources during implementation of TMDLs, the Public Education Subcommittee will use this information to develop and implement a more targeted educational program.

The following sections describe specific public information and participation program elements.

8.2.1 Program Prioritization

Stormwater program emphasis is shifting from characterizing water quality and building a sound general program toward improving water quality with more

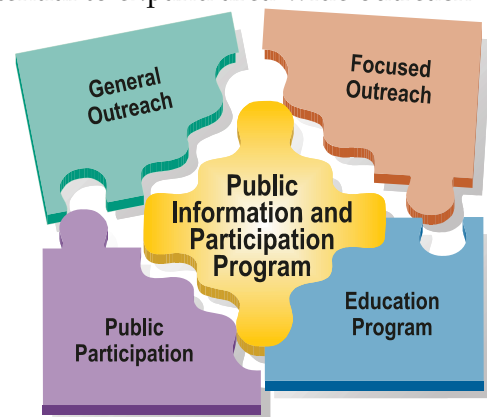


Figure 8-1 – Public Information and Participation Program Components

targeted implementation efforts. Targeted implementation applies to PIP as much as it does to any other program element. Previously, the implementation of the PIP element has been broadly directed – with a goal of sharing information with as many different pollutant source categories as possible.

During the next permit term, permittees will use monitoring data and the results of TMDL studies to identify and prioritize the most significant water quality problems in the MS4 receiving waters. This information will be used to regularly review and revise the PIP program to ensure that outreach efforts are in line with the water quality priorities.

Accordingly, at least once each year, the permittees will review and revise the PIP program element to ensure the long-term effectiveness of the Stormwater Management Program in sharing needed information with the public. Revisions to the PIP program must be consistent with the annual reassessment of program priorities with particular emphasis on addressing the most critical stormwater pollution problems. Any changes in the priorities associated with this program element will be described in the annual report.

8.2.2 Regional Outreach

The permittees can benefit from developing PIP program elements that can be jointly or cooperatively implemented with other regional stormwater programs. Cooperative implementation can improve program efficiency, ensure that a consistent message on stormwater pollution prevention is disseminated to the public, and achieve region-wide improvements in water quality. This cooperation can extend beyond the area-wide permittees to include cooperation with other regional permittees (for example, Caltrans and Riverside County).

As part of the effort to implement the MSAR Bacterial Indicator TMDL (and other TMDLs as they are developed and implemented), the permittees will evaluate opportunities to implement cooperative programs to maximize the benefits achieved from targeted public outreach.

8.2.3 Facility Outreach

The permittees will continue to develop and disseminate focused outreach materials targeted at specific pollutants, activities, population groups, and businesses (as determined by the prioritization established for the program). Facility/site outreach may include, but not be limited to, brochures, BMP fact sheets, videos, displays, and focused mass media advertising. Outreach will be provided to industrial and commercial, construction sites and trade associations through whatever means is deemed most effective by the permittees.

Each year the Management Committee will identify specific outreach efforts for development and implementation and will work with the Public Education

Subcommittee to execute the recommendations. In addition to these recommendations, facility outreach will also include:

- Point-of-purchase programs targeting proper use and disposal of common household products and chemicals. Potential target pollutants include herbicides, pesticides, automotive fluids, cleaners, solvents, paint, and pool chemicals. Pet supply retailers may be targeted for outreach on proper clean up and disposal of animal wastes.
- Business/industry outreach targeting specific industries such as restaurants, automotive, service centers, gasoline stations and other similar facilities. The permittees will continue voluntary dissemination of outreach materials in support of the "clean business award" program, including materials designed to reach participating target businesses and to advertise awarded businesses to the public.
- Reviewing and revising guidelines for the control of potentially polluting activities not otherwise regulated by any other state or federal agency (vehicle maintenance activities, carpet cleaners, commercial landscape maintenance and pavement cutting).
- Providing appropriate educational materials to all new commercial enterprises in their jurisdiction at the time building and construction permits (or occupancy permits) are issued and/or at the time business licenses are issued.

8.2.4 Public Outreach

Public outreach efforts will be directed towards areas targeted as a high priority for information dissemination. Similar to the expectations for facility/site outreach, the permittees will also continue to develop and disseminate focused outreach materials targeted at specific pollutants, public activities (for example pet management) and population groups (as determined by the prioritization established for the program). Public outreach may include, but not be limited to, brochures, BMP fact sheets, videos, displays, and focused mass media advertising.

Each year the Management Committee will identify specific outreach efforts for development and implementation and will work with the Public Education Subcommittee to execute the recommendations. Outreach to the public will be by whatever means is deemed most effective by the permittees.

The public will also continue to be encouraged to report clogged storm drains, faded or missing warning stencils on catch basin drains, and other hazards to water quality they may observe. To facilitate this particular need, the stormwater hotline telephone number and website address will be included in all public education materials and will be listed in the governmental pages of appropriate regional phone directories.

8.3 Performance Commitments

The permittees propose to implement the following performance commitments to implement the public information and participation program elements:

- 8-1. Each year the Management Committee will review and revise the PIP program to ensure that annual program expenditures are directed towards water quality problems identified as the highest priority. The Public Education Subcommittee will be tasked with implementing the annual recommendations.
- 8-2. The permittees will evaluate the potential to implement PIP program elements cooperatively with other jurisdictions and agencies. The purpose of such cooperation is to create a more cost-effective program and ensure that a consistent stormwater pollution prevention message is delivered.
- 8-3. The Management Committee will annually identify appropriate outreach activities that will be directed to the public. Identified outreach activities will be consistent with the priorities identified for the area. Public outreach may include, but not be limited to, brochures, BMP fact sheets, videos, displays, and focused mass media advertising. Outreach to the public will be by whatever means is deemed most effective by the permittees.
- 8-4. The permittees shall continue to maintain a hotline telephone number and website to allow the public to report illegal dumping from residential, industrial, construction or commercial sites into public streets, storm drains and other waterbodies. The public will also be encouraged to report clogged storm drains, faded or missing warning stencils on catch basin drains, and other hazards to water quality they may observe.
- 8-5. In addition to the facility outreach activities described in Section 8.2.3, the Management Committee will annually identify other appropriate outreach activities that will be directed to industrial and commercial facilities, trade associations and construction sites. Identified outreach activities will be consistent with the priorities identified for the area. Outreach will be provided through whatever means is deemed most effective by the permittees.
- 8-6. Each permittee will maintain legible stencils on all publicly maintained storm drain inlets.
- 8-7. Each permittee will provide stormwater program outreach to all staff at least once per permit year. The approach used for this outreach will be determined by the Management Committee.